# 2011 “Crews” Challenge

# *Crews Into Shape*
# -- Outline --

- What is the “Crews”?
- Why “Crews”?
- How to “Crews”
- Evidence of effectiveness
- How to participate

# *Crews Into Shape*
# -- What is it…? --

- **4 week challenge**
- **Every March since 2001**
- **Objectives:**
  - Eat 2 cups of fruit and 3 cups of veggies
  - Aerobic exercise 30 minutes daily
    - (or 20 minutes vigorous; or muscle-strengthening exercise)
  - Achieve or maintain a weight loss goal
- **Fun, free, DoD-wide**
- **Newsletter with health info (“Crews News”)**
- **Workplace-focused ( the “crew” )**
  - Fosters teamwork  / support mechanism

# *Crews Into Shape*
# -- What is it…? --

- **No weigh-in**
- **Establish personal weight loss goal**
  - Recommended max = 8 lbs in 4 weeks
- **PAR-Q and "Contract" administered**
- **Extra member points:**
  - Participate in a weekly crew activity
  - Register at MYPYRAMID.GOV
  - Turn-in weekly worksheet to crew leader on time
  - Complete the post-crews survey
  - Commit to post-crews health event
- **Extra Crew points:**
  - If all members achieve certain individual targets
- **Incentives: Certificates, T-shirts, Medals**
- **On-line list of Crews // crew photos**
- **Some bases/ships also sponsor local challenges**

# *Crews Into Shape*
# -- Why “crews? --

- **Overweight***
  - 61% of active duty over 20 years of age are overweight
- **Low fruit / veggie intake***
  - Only 10% ate 3 or more servings per day
- **Low physical activity levels***
  - Only 61% exercise at moderate activity / 30 min / 3X weekly
- **“Crew” concept:**
  - Group support
  - Peer pressure (to earn “bonus crew points” / help the team)
  - Workplace environmental change
- **Timing:**
  - National Nutrition Month
  - Post-holidays  /  Pre-swimsuit

* = 2005 DoD Survey of Health Related Behavior (Bray et al 2006)
http://www.ha.osd.mil/special_reports/2005_Health_Behaviors_Survey_1-07.pdf

# *Crews Into Shape*
# *-- Evidence of Effectiveness --*

- 2010 data
  - 2,115 registered crew members
  - 316 Crews
  - Soldiers, sailors, marines, airmen, coast guardsmen, family members, civilians, contractors
  - 438 post-challenge survey responses

# *Crews Into Shape*
# *-- Evidence of Effectiveness --*

- **“Met my weight loss goal”:  63%**
- **“Improved my daily habits”:**
  - exercise: 83%
  - fruit and veggie intake: 91%
- **Comments:**
  - Loved the teamwork
  - Learned a lot
  - Fun!

# *Crews Into Shape*
# *-- How to Participate --*

- Next “crews”: 7 March – 2 April 2011
- Register by 28 Feb 2011
- Form a “crew” of 2-10 people
- Download the Crew Worksheet and Leaders’ Notes
- Administer “contract” and “PAR-Q”
- E-mail your Crew Worksheet to NMCPHC
- Collect weekly worksheets from crew members
- E-mail final Crew Worksheet at end of challenge

- Promote the Crews Into Shape locally using downloadable marketing materials
- **http://www-nmcphc.med.navy.mil/Healthy_Living/Resources_Products/Crews_Into_Shape/crews_info.aspx**

# *Crews Into Shape*
# -- Summary --

- What is the “Crews”?
- Why “Crews”?
- How to “Crews”
- Evidence of effectiveness
- How to participate
- Future?

# Questions?

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